

# CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<u>Contract / Revision</u> 572212 /		<u>Alt Order #</u> 09779675
<u>Product</u> PAUL RYAN 4 CONGRESS		
<u>Contract Dates</u> 10/24/12 - 10/30/12		<u>Estimate #</u> 846
<u>Advertiser</u> Paul Ryan for Congress		<u>Original Date / Revision</u> 08/30/12 / 09/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/27/12	10/27/12	Sa 7a-8a	7a-8a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$300.00			
N 2	6	10/28/12	10/28/12	Su 7a-8a	7a-8a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$325.00			
N 3	6	10/24/12	10/30/12	M-F 430-5a	430-5a		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$200.00			
N 4	6	10/24/12	10/30/12	M-F 6a-7a	6a-7a		:30			NM	5	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$1,050.00			
N 5	6	10/24/12	10/30/12	M-F 7a-8a	7a-8a		:30			NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$1,100.00			
N 6	6	10/24/12	10/30/12	M-F 5p-530p	5p-530p		:30			NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$825.00			
N 7	6	10/24/12	10/30/12	M-F 6p-630p	6p-630p		:30			NM	5	\$4,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$865.00			
N 8	6	10/24/12	10/30/12	M-F 9-930p	9p-930p		:30			NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				3	\$2,000.00			
N 9	6	10/24/12	10/30/12	M-F 105a-135a	105a-135a		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$100.00			
N 10	6	10/24/12	10/30/12	M-F 930-10p	930p-10p		:30			NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				2	\$1,900.00			
N 11	6	10/28/12	10/28/12	Su 630-7a	630-7a		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$95.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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											Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Totals											38	\$31,220.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	23	\$17,040.00	\$14,484.00
10/29/12 - 10/30/12	15	\$14,180.00	\$12,053.00
<b>Totals</b>	38	\$31,220.00	\$26,537.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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